



A Successful Solution to Get Kids in Parks

Parks and Trails are Underutilized



In 2007 and 2008, the Blue Ridge Parkway conducted a Visitor Use Study and determined that only 7-12% of visitors to the Blue Ridge Parkway brought kids under the age of 15 with them.

Plugged in for 7.5 hours a day!



According to a study done by the Kaiser Family Foundation in 2010, Kids spend an average of 7.65 hours per day plugged-in to electronic media.

Childhood Obesity has Risen



1-in-3 kids in the United States is classified as being Overweight or Obese

Founding Partners







Foundation

An independent livenesse of the Rive Cross and Rive Shield Association

In 2008, the Blue Ridge Parkway (NPS), the Blue Ridge Parkway Foundation, and the Blue Cross and Blue Shield of North Carolina Foundation partnered to form the Kids in Parks program, a program designed to get kids and families to utilize the trails on the Parkway for both their health and the health of our park.

Kids in Parks – TRACK Trails



Kids in Parks provides a network of self-guided, brochure-led hiking trails designed for kids and their families called TRACK Trails.

Self-Guided Adventures



Each TRACK Trail trailhead has 4 different self-guided, brochure-led adventures. Brochures are used because they're cost effective per visitor contact, available 24 hours per day, provide take-home value, and are the most preferred and used form of visitor information.

Network of Trail Opportunities



www.KidsInParks.com



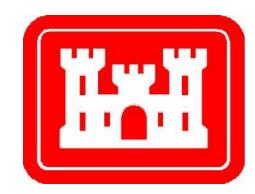


TRACK Trail locations are networked through the Kids in Parks program's website; and various social media outlets are used to connect users with trails and the program.

Linking Public Lands













Kids in Parks has partnered with several different major land management agencies to expand their network of trails across state and agency boundaries.

Connect Community Partners































Kids in Parks has formed partnerships with city/county parks departments, schools, universities, pediatrician offices, hospitals, corporations, foundations, private donors, and more to form their network of trails.

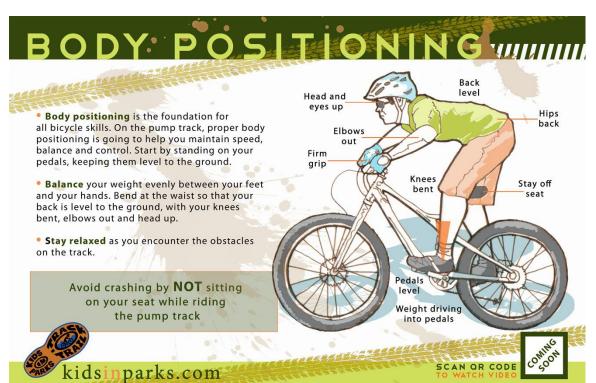
Provides Incentives for Participation





Kids can earn prizes for registering their adventures through the Kids in Parks website. In order to earn their prizes, kids have to answer 12-15 questions about their experience on the trail, which provides assessment about the use of the trails.

Various Types of Trails



Biking TRACK Trails

In an attempt to reach people of varying ages and interests, Kids in Parks has opened several TRACK Trails that utilize alternative forms of outdoor recreation activities, including: disc golf, bike, paddling and geocache trails.



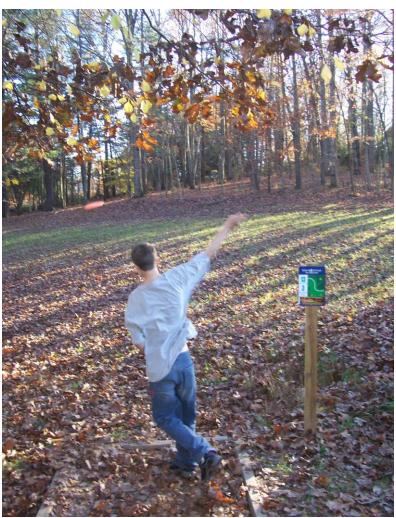
Paddling TRACK Trails



Geocache TRACK Trails

FUN!





Kids aren't going to choose to do anything that is not fun... and if we want them to Become outdoor recreation enthusiasts, we need to make it fun!

Brief History

1st TRACK Trail – August, 2009



The first TRACK Trail opened on the Blue Ridge Parkway at the Asheville Visitor Center on August 29th, 2009.

Gateway Trails









Realizing that novice users to our parks may find a trail in a National Park intimidating, Kids in Parks began installing "Gateway Trails" in communities along the Blue Ridge Parkway, creating a network of trail opportunities in the region.

The first gateway trails were at a North Carolina State Park and a US Forest Service site.

Building The Network of Partners









The Kids in Parks program continued to expand their network of "Gateway Trails" into communities along the Parkway by installing TRACK Trails in City/County Parks, Virginia State Parks, an Army Corps site, and on schools and private property.

Proof of Concept



TRACK Trail Growth by Year

2009 – 1 TRACK Trail

2010 – 5 TRACK Trails

2011 – 11 TRACK Trails

2012 – 40 TRACK Trails

2013 – 80 TRACK Trails

2014 – 106 TRACK Trails

2015 - 132 TRACK Trails



In 7 States (NC, VA, SD, MD, WV, CA, SC) and Washington, D.C.

Current TRACK Trails

North Carolina TRACK Trails



There are currently 70 TRACK Trails in North Carolina.

Virginia TRACK Trails



There are currently 16 TRACK Trails in Virginia.

South Dakota TRACK Trails



There are currently 29 TRACK Trails in South Dakota... 12 of them are Nature Trail Disc Golf Courses.

South Carolina and California Trails

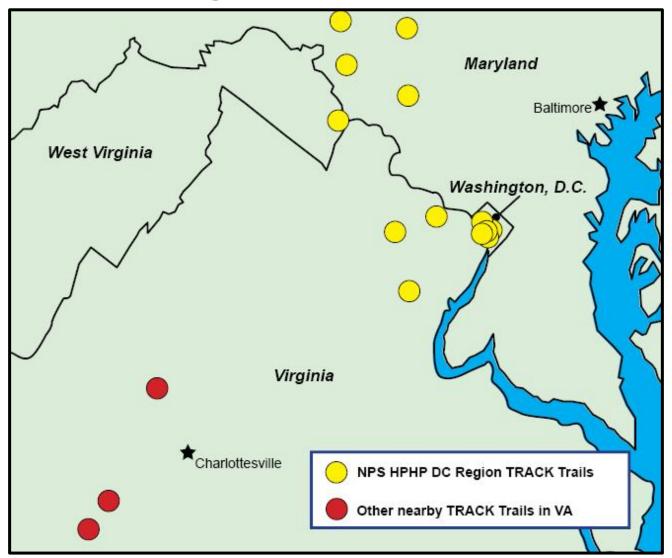


Currently 1 TRACK Trail in South Carolina



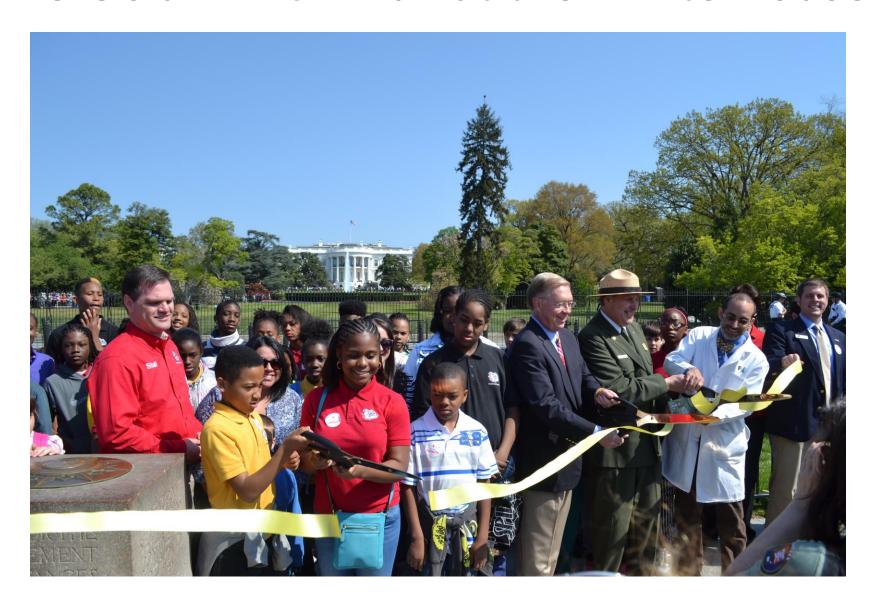
Currently 3 TRACK Trails in California

DC Region TRACK Trails



There are 14 TRACK Trails in National Parks in the Washington, D.C. region.

There's a TRACK Trail at the White House!



Results

KIP Hiking TRACK Trail – DATA

As of December 31, 2014:

1,254 Trail TRACKers2,437 Registered Adventures

90% indicated they would return (0.005% indicated they would not return)

85% came in "family groups"

2.85 = Average Group Size

7.05 = Average Age

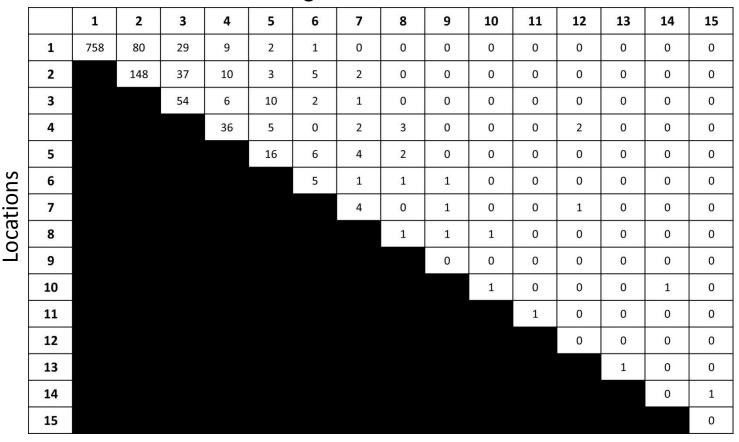
Since January 1, 2015:

337 individuals have registered 650 total adventures on TRACK Trails



Repeat Use / Use of Network

Registered Adventures



499 kids registered more than 1 TRACK Trail Adventure 499/1257 = 40% return rate

+ 2 others: 24 Adv. @ 21 TTs 26 Adv. @ 22 TTs

378 kids registered more than 1 TRACK Trail Location 378/499 = 75% of returnees went to more than 1 trail location!

Health of Our Parks



52% were first-time visitors to the park

42% intentionally visited the park for the TRACK Trail

13% indicated this was their first time hiking

Health of Our Kids



Approximately **79,000 miles** have been hiked by kids on TRACK Trails. (~ 3 trips around the Earth)

Over **40,000 hours** spent unplugged and outside by kids on TRACK Trails. (~4.5 years)

More than **12,000,000 Calories** have been burned by kids on TRACK Trails.

They Don't Come Alone



With an average group size of 2.85, those numbers can be multiplied by a factor of 3 to obtain the program's larger outcomes:

240,000 miles walked...

120,000 hours spent outdoors...

36,000,000 calories burned... by people on TRACK Trails

Program Materials

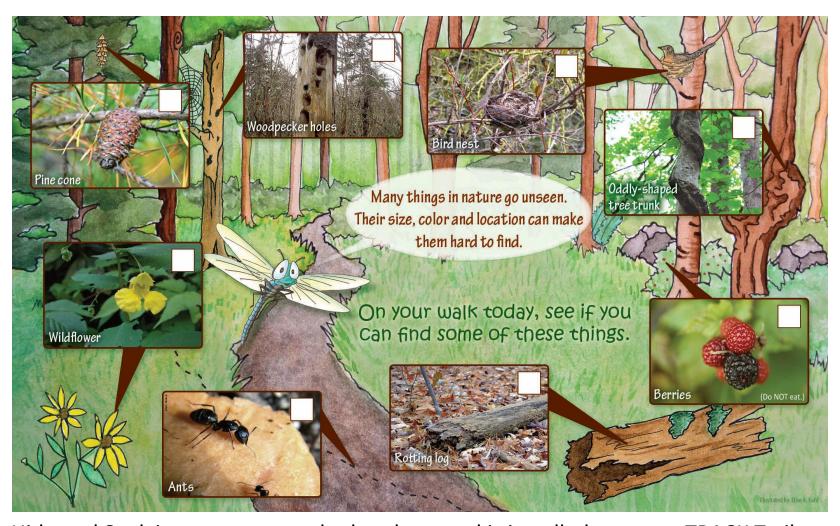
Trailhead Signs / Kiosks



KIP has several types of trailhead kiosks to meet the various sign standards of the partnering agency.

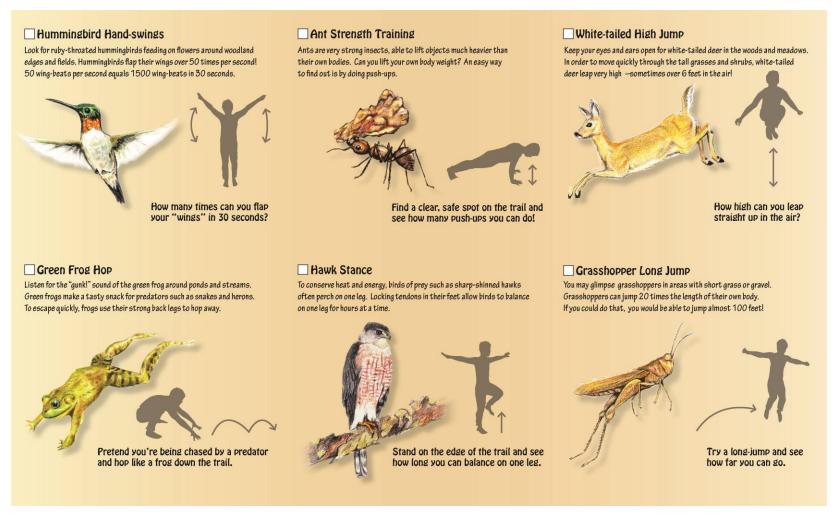
Self-Guided Brochures

Hide and Seek



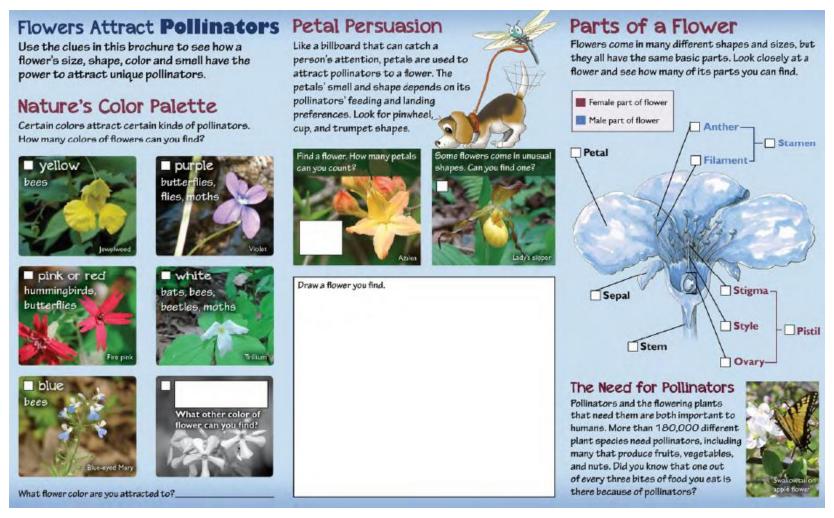
Hide and Seek is our most popular brochure and is installed on every TRACK Trail. It was designed as a picture scavenger hunt for younger kids. However, kids of all ages enjoy using this brochure along the trails.

Animal Athletes



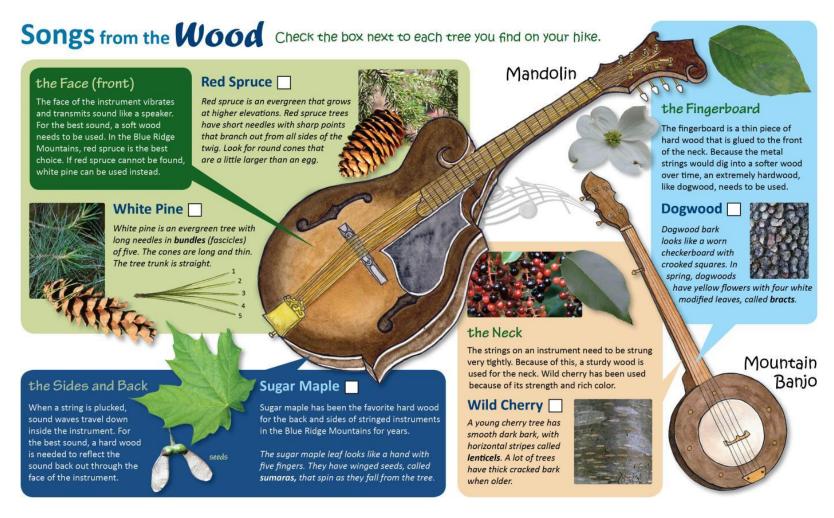
Animal Athletes is an exercise-based brochure that encourages kids to be physically active along the trail by copying the movements of the region's animals.

Flower Power



Flower Power helps kids learn about and discover the different types of flowers that can be found along the trail. The brochure also discusses the parts of a flower and pollination.

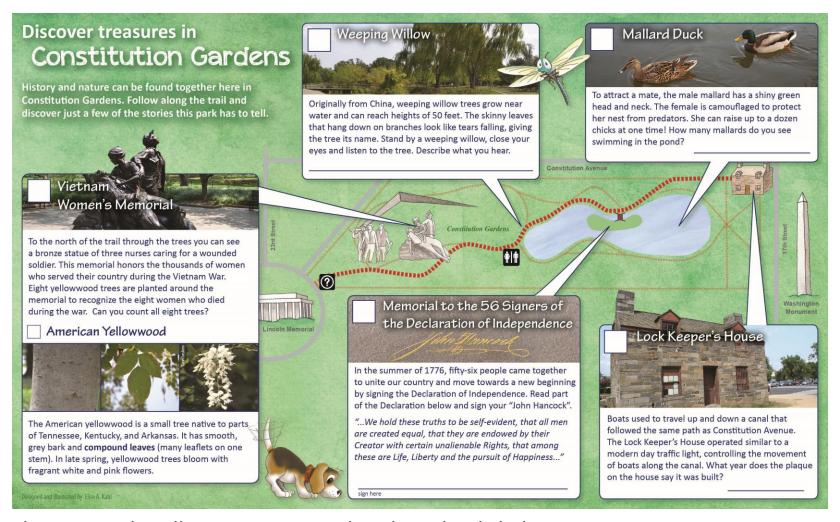
Music from the Mountains



Music for the Mountains teaches kids about the types of trees that can be found along the trail, and how the wood from those trees was used to make different parts of traditional Appalachian Mountain musical instruments.

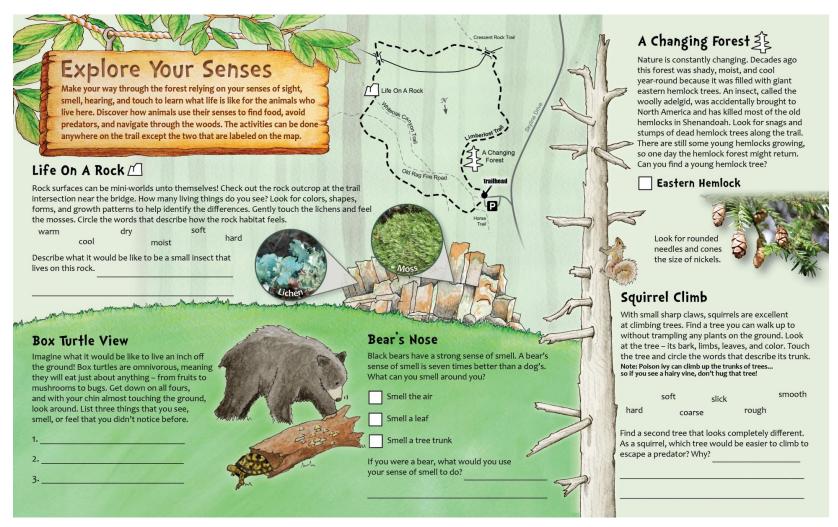
Site-Specific Brochures

National Mall



The National Mall Scavenger Hunt brochure leads kids to various monuments along the Mall, adding educational information at each stop. The trail starts at the Lincoln Monument and leads toward the Washington Memorial.

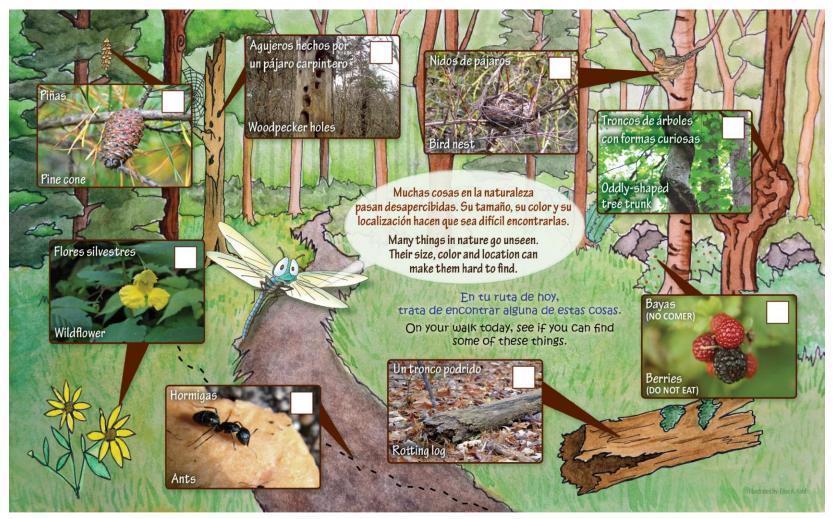
Limberlost Trail



Shenandoah National Park's Limberlost Trail has a custom brochure that leads kids to specific areas around the trail to make discoveries using their senses.

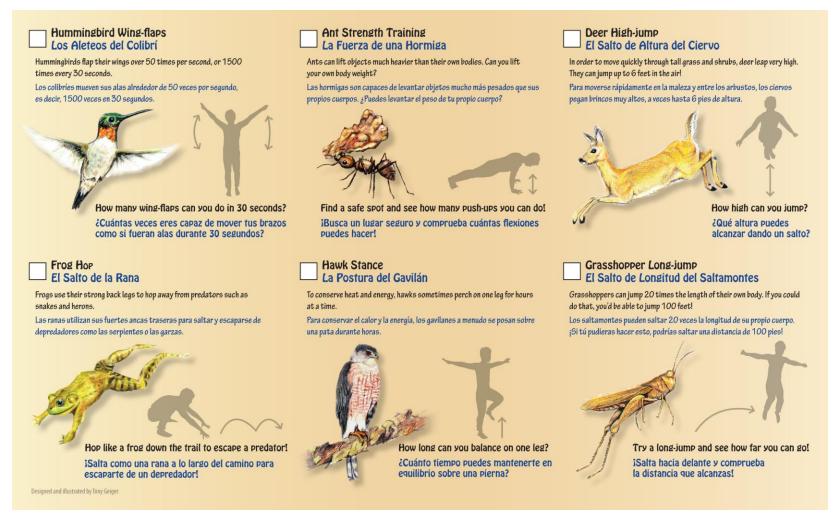
Bilingual Brochures

El Juego del Escondite en la Naturaleza



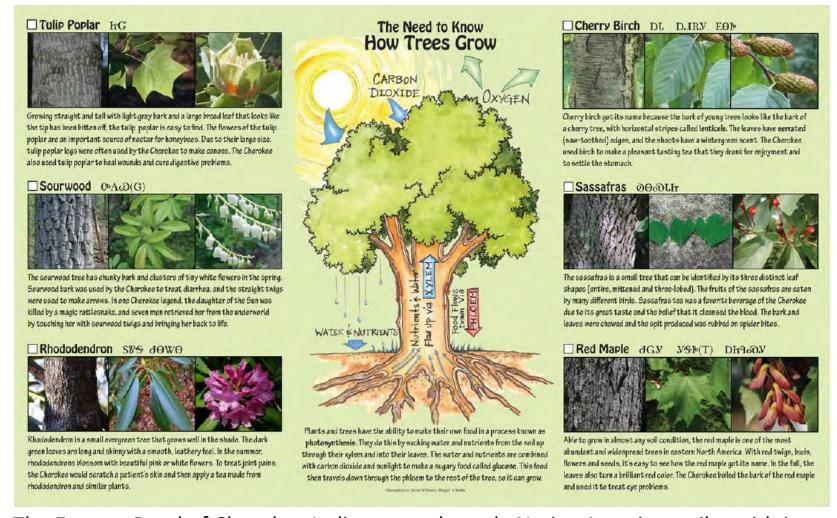
Kids in Parks translated it's Hide and Seek brochure into a bilingual brochure containing both English and Spanish. Now, speakers of either language can use the brochure, and learn the words to the "scavenger hunt" items in a second language.

Animales Atletas



The Animal Athletes brochure was also translated into a bilingual brochure containing English and Spanish, with the English text being black and the Spanish text being blue for ease of use.

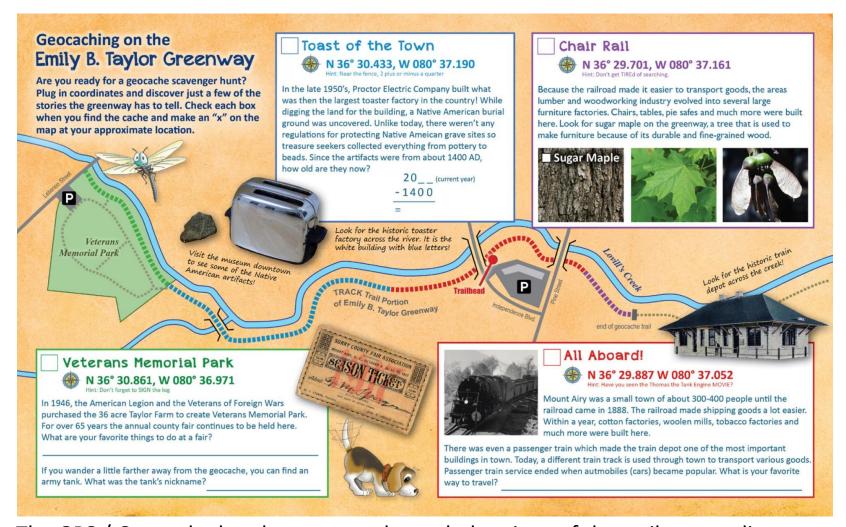
Need For Trees – Cherokee Syllabary



The Eastern Band of Cherokee Indians was the only Native American tribe with its own written language. Kids in Parks worked with the tribe to provide Cherokee Syllabary (their alphabet) to the naming of the particular species in the brochures.

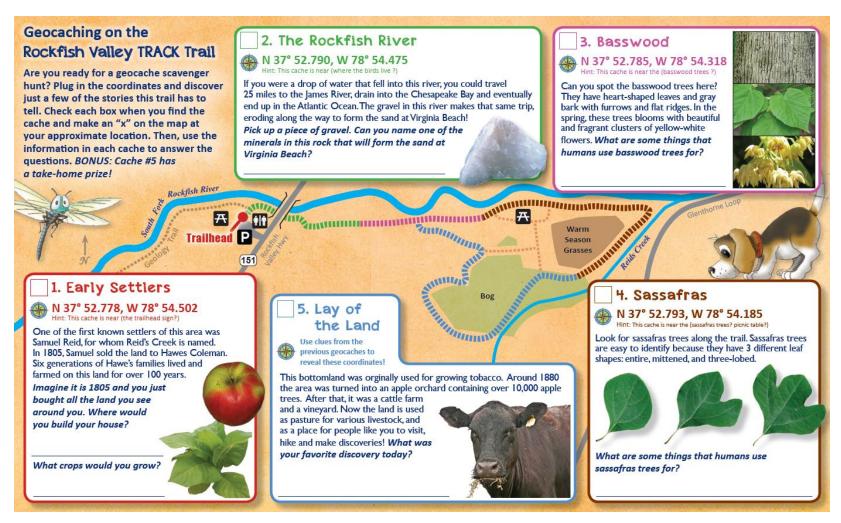
Technology-Based Brochures

GPS / Geocache Brochures



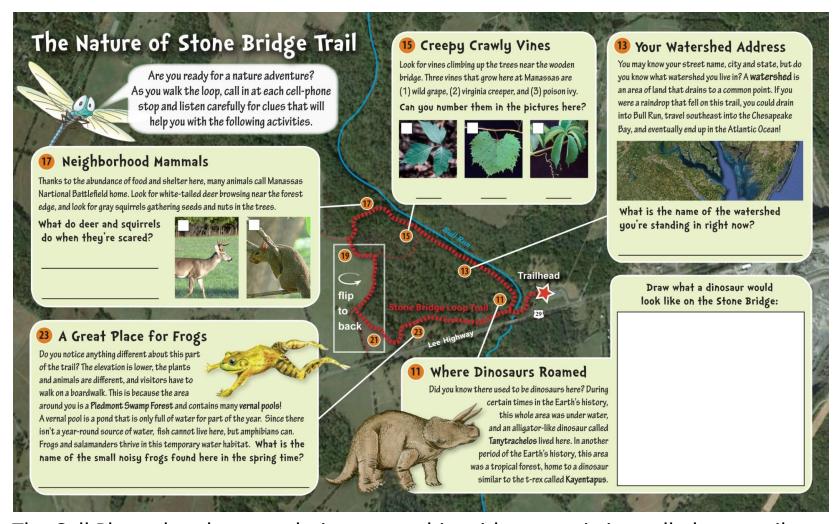
The GPS / Geocache brochure uses color coded regions of the trail to coordinate each cache location with the educational content. This allows people without GPS units or smart phones to utilize the brochure, too.

GPS / Geocache Brochures



In the Rockfish Valley GPS brochure, kids have to collect GPS coordinates at the first four caches in order to find the fifth cache—the cache with the prizes!

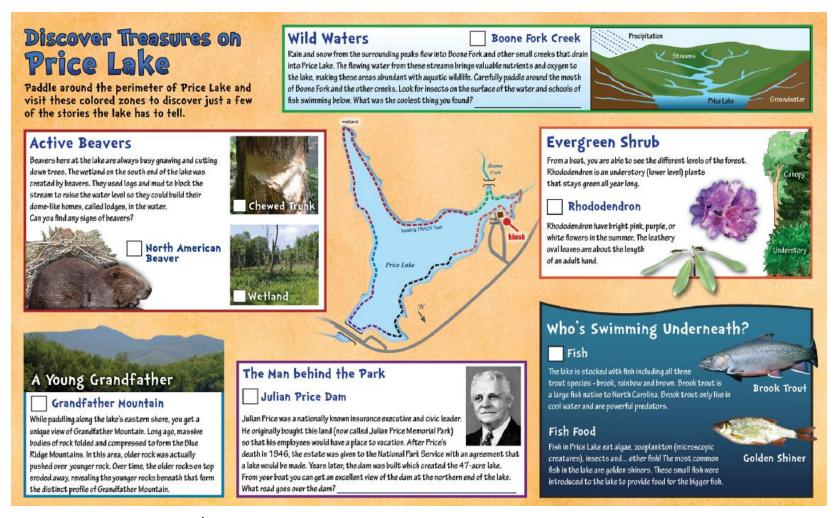
Cell Phone Brochure



The Cell Phone brochure works in partnership with a preexisting cell phone trail established at Manassas National Park. At each stop, visitors call a 1-800 number and listen to a recording... then they complete the activity in the brochure.

Paddling Trails

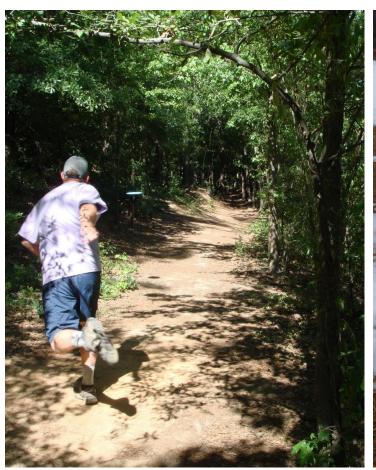
Price Lake Canoe Trail



Similar to the GPS / Geocache brochure, the paddling brochure uses colored zones to connect content with specific regions around the lake. Laminated brochures are available at the canoe rental shop.

Nature Trail Disc Golf Courses

What's a NTDGC?





Disc golf is essentially a "hike with a frisbee"... and in an attempt to reach the teenage/young-adult population, Kids in Parks created Nature Trail Disc Golf Courses. NTDGCs provide interpretive information on the tee-signs and scorecards, allowing players to learn about nature while the make their way through the course.

Fort Hamby NTDGC





Kids in Parks partnered with the ACOE on the NTDGC at Fort Hamby Park at W. Kerr Scott Lake Dam and Reservoir. The course opened in May, 2015.

Interpretive Tee-Signs



KIPs NTDGC tee-signs include standard hole information (hole number, distance, par, special restrictions, and a diagram); PLUS, interpretive information about the resources that can be found on the hole, and a pro-tip designed to teach specific skillsets.

Field Guides / Scorecards



On one side of our NTDGC scorecards, players can keep score, read the rules, and find a course map to aide in wayfinding. On the reverse side of the scorecard, players can learn about the common birds and trees that live on and around the course:

Field Guides / Scorecards



TREE Love

When disc golfers hit a tree with their disc and get a favorable bounce they call it "Tree Love". Use the pictures on this scorecard to identify a few of the trees found here at Fort Hamby. Every time you hit a tree with your frisbee, take a second to try to identify it. Look at its bark, leaf shape and other identifying features. Soon, identifying trees will be as easy as making a five foot putt. Good luck and have fun!

Eastern White Pine



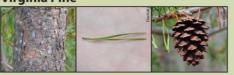
Tulip Poplar



American Beech



Virginia Pine



White Oak



Sourwood



American Holly



Register your Round... Earn a Prize!

The mission of the Blue Ridge Parkway Foundation's Kids in Parks program is to get kids and their families "un-plugged", outdoors and reconnected to nature. Since disc golf is a great way to do that, we want to give you some disc golf gear to ensure you are able to enjoy future rounds. All you have to do is register your rounds at: www.kidsinparks.com.



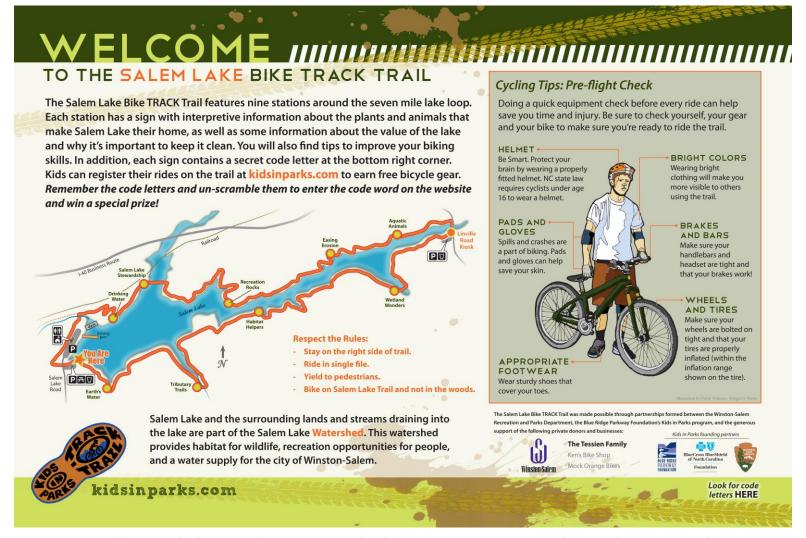






Bike Trails

Salem Lake Greenway



KIP is installing a bike trail on a 7-mile long greenway with 9 educational stops that teach visitors about why it's important to protect the water supply at Salem Lake.

Interpretive Stops

TRIBUTARY TRAIL

A tributary is a small river or stream flowing into a larger river or lake. This stream is one of nine tributaries that drain into Salem Lake. Try to find them all as you ride around the trail!



A TRAIL TO THE OCEAN

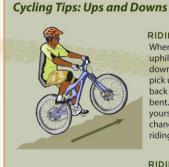
Did you know the water flowing over the dam at Salem Lake could eventually wash up on the beaches of South Carolina? Here's how: Salem Lake drains into Salem Creek (A), which is a tributary of the Yadkin River (B). The Yadkin River flows into the Pee Dee River in Uwharrie National Forest (C). The Pee Dee River flows into the Great Pee Dee River in South Carolina (D), which drains into the Atlantic Ocean about 30 miles South of Myrtle Beach (E).

If you were a drop of water flowing over the dam at Salem Lake, you could travel 18 miles along Salem Creek, 82 miles along the Yadkin River, 30 miles along the Pee Dee River, and 140* miles along The Great Pee Dee River to reach the ocean. How many total river miles would it be to the ocean?



18 + 82 + 30 + 140 =total river miles. *numbers are approximate

kidsin parks.com



RIDING UPHILL When approaching an

uphill section of trail, gear down and pedal hard to pick up speed. Keep your back straight and elbows bent. Try to avoid lifting yourself off of the seat or changing gear while riding uphill.



RIDING DOWNHILL

When approaching a downhill section of trail, move back on the seat, keep your elbows bent and your body low. Your legs should be relaxed and ready to absorb bumps. Use only the rear brake on downhills until you are comfortable enough with your balance to apply front and rear brakes evenly.



Code Letter T

Since Salem Lake is the water supply for the City of Winston-Salem, each stop contains information about "water", and a "Cycling Tip" designed to increase the rider's skill and enjoyment on the trail.

Interpretive Stops



Each station also includes a "code letter" that the rider can collect along the way. If the person can unscramble the letters and find the "code word", they can win a bonus prize through the KIP website.

Pump TRACKs

Rocky Knob Pump TRACK Trail

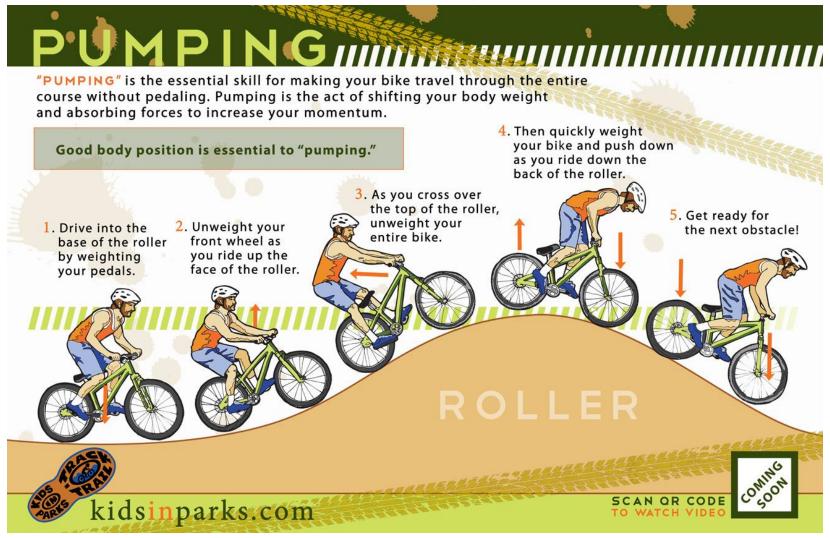


A Pump Track is a specialized mountain bike course where riders try to get all the way around the track without pedaling. They are great places to learn bike handling skills.



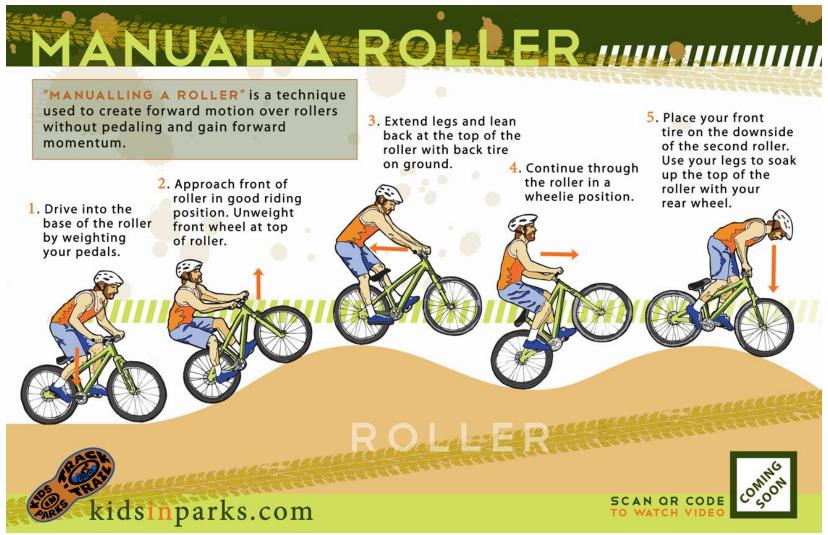
The pump track at Rocky Knob Bike Park in Boone, NC has educational signs designed to teach the fundamentals needed to be successful on the track: pumping, cornering, manualling, wheel lifts and more.

Skills Signs



Each sign includes text and illustrations designed to teach specific skills needed to be successful on the track.

Skills Signs



The signs also have a QR code that links to a YouTube video with a professional rider teaching about that particular skill. (in development)

Park Rx

Park Rx – Pediatrician Displays



Kids in Parks has installed "pediatrician office trailheads" in the lobbies of hospitals and doctor offices as part of the Park Prescriptions (Park Rx) movement.

Park Rx – Prescription Pads

X	7100171	ty in Nature
atient's name:		
oday's Date:	Recommend	ed Dosage:
	Frail (log your adventure a	t kidsinparks.com) or a trail in a green
space near you go for a run or ride a bike		
play a sport or other gam	e with friends outside	Unlimited refills!
lealth professional's signat	ture:	William William
arent/child signature:	A. Aug	MIKING
	Mahama	ARAS

KIP has also developed a prescription pad doctors can use to "prescribe" TRACK Trails.

Questions?





Contact Us



Blue Ridge Parkway Foundation Kids in Parks 322 Gashes Creek Rd. Asheville, NC 28803

(866) 308-2773

Program Director:

Jason Urroz – jurroz@brpfoundation.org x 384